

**WORKFORCE**  
*plus*

# 5 Steps to Rapid Employment in Region 5



# Objectives

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- Overview of the 5-Steps to Rapid Employment
- Program Elements
- Resume and Action Plan
- Testimonials

# The Facts

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- Impact of unemployment
  - Short Term
    - Less than 6 months
  - Long Term
    - 6 months and greater



# The Research

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- Long-term unemployment takes a much deeper toll than short-term unemployment
  - Of those who have experienced unemployment of **at least six months**, 44% report that the recession has caused "major changes" in their lives
  - 31% of those who had been unemployed **less than six months** report that the recession has caused "major changes" in their lives

# Framing the Argument

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- The median duration of unemployment stood at 25.5 weeks in June 2010, meaning half of the unemployed -- the largest proportion since World War II -- have been looking for work for six months or more
- The previous high, in May 1983, was 12.3 weeks

*Bureau of Labor Statistics (BLS)*



# Behind the Numbers...

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- 46% of those unemployed six months or more say joblessness has **strained family relations**
  - 43% of long-term unemployed lost contact with close friends
  - Loss of **self-respect**
  - Impact on **career goals**
  - **Pessimism** on the job hunt
- 39% of those unemployed less than three months **strained family relations**

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# Addressing the Problem

# 5-Steps to Rapid Employment

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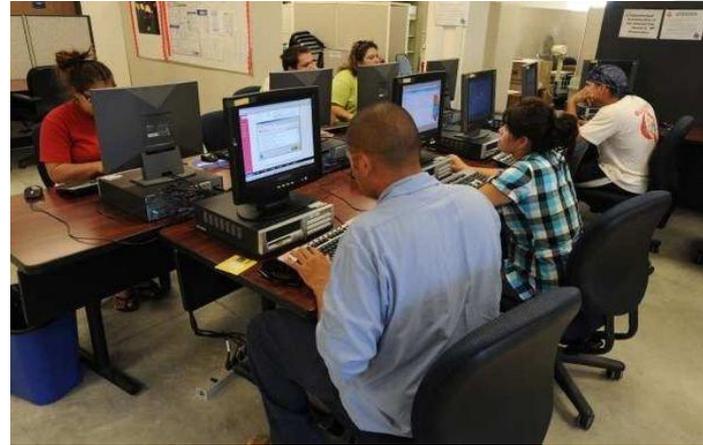
What is it?

- A program for long term and short term unemployed job seekers designed to prepare them mentally, emotionally and physically for the job campaign

# Target Audience

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- College graduate
- Blue collar worker
- Middle management
- Executives
- Long and short term unemployed
- High School students



# 5 – Steps to Rapid Employment Objectives

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- Use 10 Success Principles in the job campaign
- Recondition Beliefs

Example:

➤ Old Belief:

This is a bad economy and there are no good jobs

➤ Reconditioned Belief:

*This is a challenging economy but there are plenty of good paying jobs waiting for me if I work smarter and harder than my competitors*

# The Key Ingredients

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- Emotional Channeling Technique:
  - Ask Courageous Questions
  - Language Management
  - Focus Management
  - Reference Validation
- Prioritize goals and values
- Create a value based resume
- Create a weekly action plan based on 10 job strategies
- Practice interview strategies

# The 5 Steps of 5 Steps

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1. Master the Emotional Roller-Coaster
2. Define and Align Your Life and Career Goals
3. Create Value-Based Resumes & Self-Marketing Tools
4. Create Your Meticulous Action Plan (MAP)
5. Put Your Plan into Action

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# Planning Process

# Preparing for Rollout

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- March 17, 2011 - 1<sup>st</sup> Meeting about 5 Steps Created Plan of Action
- March 28, 2011 - Created Action Plan
- Action Steps April 1, 2011– July 18, 2011
  - Identify target groups and locations
  - Implement staff training
  - Develop workshop parameters
  - Create outreach strategy
  - Set-up registration and results tracking process
  - Secure code for EFM/Language for notes
  - Draft Desk Guide/Procedures

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# Getting the Word Out



# Outreach Efforts

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- Flyers/Posters
- Press Releases
- E-Blasts
- Newsletter featured articles
- Radio Spots
- Web page
- Online Testimonials
- Videos
- Social Media
- Word of Mouth via Staff

# Collateral – FAQ Flyer

## 5 STEPS TO RAPID EMPLOYMENT



## Frequently Asked Questions

### *What is the 5 Steps to Rapid Employment workshop?*

5 Steps to Rapid Employment is a powerful motivational program that combines online technology and person-to-person experiences to help job seekers develop new tools and skills needed to achieve employment. Students attend five motivational webinars, take five short self-paced courses to practice newly learned skills to and achieve results that are rapid and astounding even in today's job market!

### *How is it different than other workshops?*

The five modules that are designed to prepare any jobseeker for the job campaign make this workshop stand out from the rest. Knowing that losing a job is as much a financial



# Collateral – Testimonial Flyer

## 5 Steps to Rapid Employment

*Energize your job campaign and take control of your career in just two short weeks!*

**Course Modules Include:**

- Riding the Emotional Rollercoaster
- Defining and Aligning your Career Goals
- Creating Value-Based Resumes and Self-Marketing tools
- Creating your Meticulous Action Plan
- Putting your Plan into Action

Develop the tools and skills needed to achieve your career goals!

To get started on your journey to rapid employment, speak with any staff member, call 1-866-WFP-JOB1 or email [wfp@wfpplus.org](mailto:wfp@wfpplus.org) today!

**WORKFORCE plus**

“ This course is the most valuable thing to happen to me in a long time. Through it, I gained the confidence I needed to interview for my job!  
-C Mooney ”

“ Going into the course, I thought I had a pretty good resume. After learning how to create a value-based resume, I started getting more interviews!  
-R Sockman ”



Programs funded through WORKFORCE plus are equal opportunity programs with auxiliary aids and services available upon request to individuals with disabilities. Persons using TTY/TTD equipment use Florida relay Service 711. 126-TM-0154\_Flyer\_Apr-20-2012

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# The Starting Point

# Personal Commitment



Gadsden: (850) 875-4040  
Leon: (850) 922-0023  
Wakulla: (850) 926-0980  
Toll Free: (866) WFP- JOB1

## Personal Commitment Form (PLEASE READ THOROUGHLY)

I, \_\_\_\_\_, understand that the 5 Steps to Rapid Employment Program is designed to teach skills needed to find and obtain a job. I further understand that in order to succeed I **must commit to fully participate in all classes and complete all assignments**. If an unavoidable conflict causes me to miss a class I am committed to make up the material by accessing the on-line course within **48 hours**. I realize the program includes:

- Two weeks of instruction presented through a combination of classroom instruction, group discussion, individual computer-based instruction, and independent work.
- Participants meet together for four hours on Monday, Tuesday, Wednesday and Thursday for two weeks.
- Approximately two hours per day of time is needed to complete individual assignments.

I take personal responsibility for completing the given assignments and for launching my own job campaign.

I give the instructor permission to hold me accountable for completing all my homework assignments each session.



# The Referral Process

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- Staff must deem the referred customer suitable for the program by discussing the following prerequisites:
  - Customer must be registered in Employ Florida Marketplace (EFM)
  - Microsoft Word knowledge
  - Motivated to find employment
  - Expresses enthusiasm
  - Agreement Forms and schedule customer for the class

# Registration Questions

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- Do you have a current resume?
- Do you currently have a LinkedIn Profile?
- How many job interviews have you had in the last 3 months?
- What is the average number of hours spent per week on the job search?
- Do you have a written plan of action for your job search?

# Follow-up After Completion



## For Workshop Facilitator Only

PHONE NUMBER (Area Code)	Module 1 EFM	Module 2 EFM	Module 3 EFM	Module 4 EFM	Module 5 EFM	Certificate of Completion Y or N	Date Completed	30 DAY FOLLOW UP	60 DAY FOLLOW UP	90 DAY FOLLOW UP
850-339-8504	X	X	X	X	X	YES	3/8/2012	4/8/2012	5/8/2012	6/8/2012
239-671-5020	X	X	X	X	X	Yes	Not completed	4/8/2012	5/8/2012	6/8/2012
850-459-9010	X	X	X	X	X	YES	3/8/2012	4/8/2012	5/8/2012	6/8/2012
850-284-6701	X	X	X	X	X	YES	3/8/2012	4/8/2012	5/8/2012	6/8/2012
850-656-4616	X	X	X	X	X	YES	3/8/2012	4/8/2012	5/8/2012	6/8/2012
850-559-7321	X	X	X	X	X	YES	3/8/2012	4/8/2012	5/8/2012	6/8/2012
850-893-3411	X	X	X	X	X	YES	3/8/2012	4/8/2012	5/8/2012	6/8/2012

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# The Numbers



# The Statistics

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August 2011 – March 2012

- 74% (119 people) completed the class
- Average class size - 11 students
- Maximum class size – 14 students
- 45% of respondents (38 people) have obtained employment
  - Healthcare, Education, Administrative, Management
  - Social Services, Sales, Food Services, Customer Service,
  - Government, Protective Service, Retail
- \$12.00 average wage rate
- 73 days - Average length of time job seeker sought employment after graduation

# The Statistics - continued

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- 119 people completed
- 78 responded to follow-up contact
- 45% of respondents have obtained employment
  - Healthcare, Education, Administrative, Management
  - Social Services, Sales, Food Services, Customer Service,
  - Government, Protective Service, Retail
- \$12.00 average wage rate
- 73 days - Average length of time job seeker obtained employment after graduation

# The Evolution of the Resume

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Before 5-Steps to Rapid  
Employment

# James Brown

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2363 Hatten Smith Lane ✦ Tallahassee, Florida 32303 ✦ Telephone: (850) 531-9644

## EXPERIENCE

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*The Printing House, Inc.*

Years Employed (1988-2011)  
Quincy, Florida

### **Positions Held**

*Color Key Proofer, Misomex Operator, Conventional Platemaker, Gerber Laser Imager Operator, Lotem 8000 Laser Imager Operator, Imposer, Magnus Laser Imager Operator, UpFront Planner and Builder, Xerox 8000AP Digital Press Operator*

*2002 2<sup>nd</sup> Quarter Employee Recognition Award for outstanding performance and teamwork.  
June 1992 Employee of the Month for Prepress and January 1990 Employee of the Month  
Recognition for streamlining workflow to increase plate production.  
Recognition for cost saving idea to re-expose waste plates to be used as blank plates on the press*

## EDUCATION

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High School Diploma  
*James A. Shanks High School*

June, 1983  
Quincy, Florida

A. S. Degree – Computer Programming  
*Fort Lauderdale College of Tallahassee*  
Graduated *summa cum laude*.

July, 1992  
Tallahassee, Florida

## MILITARY BACKGROUND

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Marine Corp Air Station  
*United States Marine Corp*

Years of Service (1983-87)  
*Cherry Point, North Carolina*

### **Military Occupational Specialty**

*6313 Aircraft Communications/Navigation/Radar Systems Technician, EA-6  
Clearance : Secret*

### **Schools**

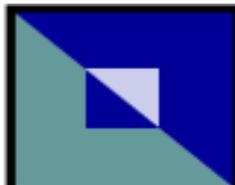
*NATTIC Naval Air Station MPS/ Aviation Fundamentals  
NATTIC Naval Air Station MPS/ Basic Electricity and Electronics  
NATTIC Naval Air Station MPS/ Avionics Technician, Class A1  
NAMTG NAS Oceana/ All Weather Carrier Landing Systems  
NAMTG NAS Oceana/ EA-6A/KA-6D/A-6E (TRAM) Electronic Warfare Systems  
NAMTG NAS Oceana/ Avionics Organizational Level Maintenance  
NAMTG NAS Oceana/ Avionics Corrosion Control*

# The Evolution of the Resume

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## After 5-Steps to Rapid Employment





## James Brown

2963 Smith Place  
Tallahassee, Florida 32303

Phone: 850-555-5555  
E-mail: Jamesbrown02@Yahoo.com



Security Officer  
License # D 1125658

*"Over 27 years of experience and superior work quality with a belief in continuous self-improvement to support company growth and profitability."*



### Core Strength

#### Semper Fidelis – Faithful, Dedicated and Dependable

- Willingly take on assigned task and responsibilities.
- Acute attention to details helps detect signs of intrusion, property damage, or unusual occurrences.
- Excellent written communication skill assures written reports are clear and concise.

#### Espirt de corps – Great team player

- Great interpersonal skill creates superb working relationship with coworkers.
- Great verbal skills prevent confusion and mistakes in high stress situations.
- Maintain composure in crisis situations.

*"In completing this accelerated course of instruction, you demonstrated your superior ability, furthered your own education by hard work and conscientious effort, and did so at great savings in man-hours and training costs. This achievement reflects great credit upon yourself and the Navy and Marine Corps team."*  
J.J. Abrams  
Commanding Officer  
Millington, TN

*A highly motivated former US Marine that is committed to excellence and integrity. Always go the extra mile to provide superior customer service. A security professional that is calm, tactful, and resourceful in crisis situations.*

*"A valued trainer used to train prepress employees to use software and run equipment."*

*"While in the J.O.B. platoon your attention to every detail of your uniform, wall locker display, and bunk display earned a grade of excellent from the inspector. Your hard work and dedication are appreciated by this command and are in keeping with the*

US Marine Corps Security Training	Date
CPR	06/87
ICR/Statement of Witness	03/87
Crowd Control	03/87
Search and Seizure	03/87
Patrol Procedures	03/87
45 Dictal Marksmen	03/87

Roberts Professional Academy Training	Date
Florida Statute 493	12/11
Legal Issues	12/11
Basic Emergency First Aid	12/11
Emergency Procedures	12/11
Ethics and Conduct	12/11
Patrol Techniques	12/11

# Meticulous Action Plan

	MON	TUES	WED	THURS	FRI	SAT	SUN
6:00 AM	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Sleep in	Sleep in
6:30 AM	Federal Search	Sleep in	Sleep in				
7:00 AM	Take Trey to School	Sleep in	Sleep in				
7:30 AM	Study	Study	Study	Study	Study	Sleep in	Sleep in
8:00 AM	Take Caelan to School	Breakfast	Breakfast				
8:30 AM	Exercise	Exercise	Exercise	Exercise	Exercise	Networking	Shower
9:00 AM	Exercise	Exercise	Exercise	Exercise	Exercise	Networking	Networking
9:30 AM	Shower	Shower	Shower	Shower	Shower	Networking	Networking
10:00 AM	Workforce Sys	Wash Cars	Networking				
10:30 AM	Workforce Sys	Yardwork	Networking				
11:00 AM	Workforce Sys	Yardwork	Church				
11:30 AM	Clean House	Shower	Church				
12:00 PM	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Church
12:30 PM	Quiet Time	TV	Family Time				
1:00 PM	Target Marketing	TV	Family Time				
1:30 PM	Target Marketing	TV	Family Time				
2:00 PM	Spanish Study	Spanish Tutor	Spanish Study	Spanish Tutor	Spanish Study	Spanish Study	Spanish Study
2:30 PM	Spanish Study	Spanish Tutor	Spanish Study	Spanish Tutor	Spanish Study	Spanish Study	Spanish Study
3:00 PM	Internet	Internet	Internet	Internet	Internet	Internet	Internet
3:30 PM	Internet	Internet	Internet	Internet	Internet	Internet	Internet
4:00 PM	Pick up Caelan	Target Marketing	Target Marketing				
4:30 PM	Wash Dishes	Target Marketing	Target Marketing				
5:00 PM	Cook	Cook	Cook	Cook	Cook	Cook	Networking
6:30 PM	Caelan Homework	Family Time	Networking				
7:00 PM	Family Time	Family Time	Networking				
7:30 PM	Family Time	Family Time	Networking				
8:00 PM	Family Time	Family Time	Networking				
8:30 PM	Networking	Networking	Networking	Networking	Networking	Networking	Networking
9:00 PM	Networking	Networking	Networking	Networking	Networking	Networking	Networking
9:30 PM	Networking	Networking	Networking	Networking	Networking	Networking	Networking
10:00 PM	Sleep	Sleep	Sleep	Sleep	Sleep	Sleep	Sleep

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# What They're Saying...

# Cynthia

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- Location - Tallahassee
- Age – 56
- Education – MA Art Education
- Career – Government, Records Technician
- 5 Step Class- November 23, 2011
- New Job Start Date – January 3, 2012
- Current Job – Planning & Evaluation Specialist

# Testimonial #1-Cynthia

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*“I want to thank you for your wonderful guidance throughout the **5 Steps to Rapid Employment** course and tell you that the skills I learned from it really work! I took the course November 14 – November 23, 2011 and I am sending this email from my new job where I have been employed since January 3, 2012. I feel sure that the workshop had a **huge** role in my getting this job because it is the first one I applied for in which I used my new Value Based Resume – the one I created in your class. And get this- it wasn’t even the final version (which I am still working on) but a 3<sup>rd</sup> revision of my old one. That goes to show you what a “Chronological Obituary” my old resume was.*”

# Testimonial #1-Cynthia (cont)

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*In addition to my improved resume I am sure that the interviewing tips from the course allowed me to feel more confident in the interview I had with the woman who is now my supervisor.*

*Overall I think this course is the most valuable thing that has happened to me in a very long time. It is the best tool for anyone in who has gone through the loss of a job and especially for those like me who have been out of the “game” for a while. My experience had become so frustrating after a year and a half of unemployment that I was convinced I was no longer employable.*

# Testimonial #1-Cynthia (cont)

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*This course showed me that I had to change **MY** outlook and focus on selling **ME** as an asset rather than a trained “monkey”. I was able to remember that I **AM** valuable and because of that I was able to regain the confidence I needed to relay that in my resume and an interview. I highly recommend this course to anyone who is unemployed but especially to anyone who has become unemployed after being in the workforce for an extended period of time and found themselves overwhelmed in their efforts to find a job.*

# Tim

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- Location - Tallahassee
- Age - 42
- Education - AA Accounting
- Career - Office Manager, Bookkeeper
- 5 Step Class- February 23
- New Job Start Date - March 5, 2012
- Current Job - Manager - Battery Store

# Testimonials #2- Tim

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*“ I just wanted to let you know that I am now gainfully employed, I got that job!! Yea!!!!!! I start next Monday, March 5th. I am so excited about this great opportunity that this company has given me. I want to thank you so much for all your help with the 5-step class for rapid employment. The knowledge & confidence I gained from your class was such a HUGE help. I would highly recommend this class for anybody who is unemployed & struggling through this job search CAMPAIGN like I was. This stuff works!!! Again, thank you for your dedication in helping people, like myself, to succeed.”*



# Darrin

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- Location - Quincy
- Age - 46
- Veteran
- Education - AA Degree
- Career - Printing, Pre-Press Technician
- 5 Step Class- December 22, 2011
- New Job Start Date- January 3, 2012
- Current Job - Manager - Security Officer

# Testimonial #3 - Darrin

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*"I used the direct marketing technique taught by Jay Block. It worked better than I expected. On December 29 I mailed my resume to four security companies that weren't even advertising for security help. I was surprised to hear from the owner of one company the next day!!! He said he was impressed with my resume and wanted to talk to me on January 3rd at 9:00 AM. When I walked into the office on January 3rd I introduced myself and was asked by the owner to have a seat. The owner called out the regional director and said "This is the person I was telling you about, he has a great resume... I guess between my resume and reference portfolio he had everything he needed to know about me. Thank you and 5 Steps to Rapid Employment."*

# Wayne

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- Location - Tallahassee
- Age - 49
- Education - Ph. D
- Career - Planning Manger
- 5 Step Class- February 2, 2012
- New Job Start Date- March 7, 2012
- Current Job - Development Representative I

# Testimonial #3 - Wayne

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*"I utilized the methods you taught us in class and was immediately granted job interviews for two separate positions at state agencies. I returned home from the interview from the second agency to an offer of employment by the first agency. I applied for one job just for the salary, and the other for my soul--a dream job. I accepted the offer of the dream job. I start work this coming Wednesday. I feel strongly that if not for the **WORKFORCE plus** class, 5-Steps to Rapid Employment, I would not have been granted an interview for either position."*



# Testimonial #3 – Wayne (cont)

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*“Additionally, the tools and techniques I was taught by you were extremely useful in both interviews. At the second agency's interview (I was interviewed by four (4) people), the head interviewer remarked after I handed her my packet (values-based resume, reference portfolio, confidential case studies, writing samples, examples of work-product): "I love it when people do something like this!!" ...You and **WORKFORCE plus** have helped extricate me from what sometimes seemed an impossible situation. What you teach us works! Wow”*

# Video Testimonial

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G:\07-08 KAISER\5 Steps to Rapid Employment Roster FY 2011-12 Sign up  
Jobseekers Here\5 Step to Rapid Employment Testimonial



# The Faces of Success

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# Questions

**WORKFORCE**  
*plus*

# 5 Steps to Rapid Employment Region 5

